

ABSTRACT OF THE DISCLOSURE

A color-space conversion processor converts input digital image data into YUV color space, and a wavelet
5 conversion processor performs wavelet conversion processing on the data. A face-area recognition processor extracts a face area in the image based on the obtained conversion coefficients. A quantization
10 processor performs quantization processing on the input conversion coefficients while changing quantization coefficients used in the quantization processing in and out of the extracted face area. A variable-length coding processor encodes the quantized coefficients. A code
15 synthesizing processor synthesizes the obtained respective color component code data with information indicating the face area extracted by the face-area recognition processor, and outputs the synthesized data as a code string.